



Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

June 11th, 2025

The meeting of the METC was held on Wednesday, June 11th, 2025, 2:00 pm at the Magnetawan Community with the following present:

Rachel Sullivan (Chair)
Angela Ramsay (Vice Chair)
Rob Ross - Participated electronically
Dave Antle
Francine Yolkowskie - Participated electronically
Ken Mihan
Erica Kellogg (Secretary)

Regrets

Brenda Fraser
Joan Lewis

OPENING BUSINESS

1.1 Call to Order Meeting was called to order by the Chair at 2:00 pm.

1.2 Adoption of the Agenda

RESOLUTION 2025-21 Ramsay - Mihan

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adopts the agenda as presented.

Carried

1.3 Adoption of Previous Minutes

RESOLUTION 2025-22 Ramsay - Antle

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the April 30th, 2025, meeting as presented.

Carried.

DISCUSSION ITEMS

2.1 Focus Group Wall - Paper Exercise Results - Priority Investigation - Member Updates

- Music Festival

It was identified that Magnetawan has a considerable number of events within the calendar year. These events are either Municipally, community group or private business driven. Consideration was given to the possibility that there is a significant amount of music events in the area and the METC is cognizant that hosting new events could negatively impact

private and public investment in existing events. METC will work towards creating support for the publication and promotion of these existing events.

- Food Truck Festival

A verbal update was provided by Member Ramsay. Magnetawan may not draw the volume of attendees necessary to garner a food truck festival; however, there are food trucks that would be willing to attend Municipal events. Questions posed by vendors spoke directly to permit fees. The Secretary informed the Committee that all community event fees are waived as per *By-law 2024-18 Hawkers and Peddlers*. Member Ramsay will compile a list of contacts regarding mobile vendors which will be shared with the Deputy Clerk – Recreation and Communications.

- Locks/Visitor Information Centre/Visitor Welcome Package

The information shared included the potential purchase of a brochure holder, additional lock operation signs and floating boat key chains. Members felt that additional lock operation signs at all Municipal boat launches would be of benefit to the community. Conversation around potential signs being installed at local marinas ensured.

RESOLUTION 2025-23 Antle - Mihan

WHEREAS the Magnetawan Economic Tourism Committee receives METC Updates June 11th, 2025 by METC Members;

WHEREAS the Magnetawan Economic Tourism Committee approves the purchase of additional lock operation signage and required hardware to further inform the boating community of the locks operating hours;

NOW THEREFORE BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee respectfully requests the Municipality of Magnetawan Council permit the placement of the locks operation signs at all Municipal boat launches.

Carried

Direction was given to the Secretary to reach out to appropriate businesses to inquire if there would be interest for a lock operation sign. The Secretary will report back regarding additional signs requirements.

RESOLUTION 2025-24 Ramsay - Ross

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee receives METC Updates June 11th, 2025 by METC Members;

AND FURTHER THAT the Magnetawan Economic Tourism Committee approves the purchase of “Visitor Information Signage” for the Magnetawan Heritage Museum for a total expenditure not exceeding \$500.00.

Carried

RESOLUTION 2025-25 Ramsay - Ross

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee receives METC Updates June 11th, 2025 by METC Members;

AND FURTHER THAT the Magnetawan Economic Tourism Committee approves the purchase of a brochure holder to be placed within the Magnetawan Heritage Museum to facilitate the promotion of Magnetawan businesses, licenced Commercial and Short-term Accommodation properties and Magnetawan activities.

Carried

RESOLUTION 2025-26 Mihan - Antle

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee receives a quote from Mallons.com to produce foam Magnetawan Lighthouse key chain tags with full colour printing at a cost of \$681.50 before tax;

AND FURTHER the METC Members approve the purchase of 250 foam Magnetawan Lighthouse key chain tags with full colour printing with an upset value of \$750.00 before tax.

Carried

The Secretary also informed the Committee that there is an opportunity to install Magnetawan branded umbrellas at the existing picnic benches at the Heritage Museum. Member Mihan shared a possible vendor for the branded umbrellas and will approach the vendor for a quote. The Secretary will report back with findings.

It was also commented that the Municipality was able to open the locks and Museum for the weekend of June 21st which is approximately one week early.

- Tag Line/Three options

The Committee discussed the proposed tag lines and decided at this time it is premature to put forward a recommendation to Council. The Committee will explore additional community engagement to understand the aspects of Magnetawan that could be captured in a tag line better representing the Municipality.

RESOLUTION 2025-27 Mihan - Antle

WHEREAS The Municipality of Magnetawan Economic Tourism Committee (METC) hosted a Community Engagement event wherein attendees participated in an exercise to identify five top priorities the METC could consider;

NOWHERE FOR BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee receives METC Updates June 11th, 2025 by METC Members including suggested tag line options;

AND FURTHER THAT the Magnetawan Economic Tourism Committee provides the following tag lines listed in no particular order to the Municipality of Magnetawan Council for consideration prior to soliciting public input.

Deferred

2.2 AHCC - Chamber Guide Magazine Party - Networking June 24th, 2025

The Chair discussed the upcoming AHCC Chamber Guide Magazine launch event. Chair Sullivan, Member Ross and Secretary Kellogg will attend the event. Should a fourth Member wish to participate they will inform the Secretary as RSVPs are required.

2.3 Explorers' Edge Fiscal Partnership - Update on Submissions

The Committee was informed of recently released co-investment opportunities by Explorers' Edge. Submissions were due June 6th; the Secretary made an application to support funding for Magnetawan way finding signs. The Secretary will report back regarding the success of the application once know.

2.4 Explorers' Edge The Almaguin Summer Star Party

The Chair and Secretary provided information pertaining to the Explorers' Edge The Almaguin Summer Star Party for information purposes.

Direction was given to the Secretary to forward marketing and promotion materials of the event to accommodation providers and businesses in the Magnetawan.

2.5 Discovery Routes - Adventure Trail Maps

The Committee discussed the Discovery Routes Map deciding that some maps can be sold at a 50% cost in the Heritage Museum and some maps will be held for future Committee incentives. The Committee felt there may be an opportunity to provide the maps to accommodation properties in Magnetawan to encourage exploration of the area.

Direction was given to the Secretary to inquire after quantity price breaks for the maps, authorizing a total expenditure of \$300.00 after tax.

RESOLUTION 2025-28 Ramsay - Mihan

WHEREAS the Magnetawan Economic Tourism Committee receives information from Discovery Routes regarding the purchase price of Adventure Trails Maps which includes trails within the Almaguin Highlands;

AND WHEREAS the Magnetawan Economic Tourism Committee would like some Adventure Trails Maps sold at the Magnetawan Heritage Museum at a 50% cost;

NOW THEREFORE BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves the purchase of Adventure Trails Maps to support and promote local trails within Magnetawan at a cost of \$300 exclusive of tax.

Carried

ITEMS BROUGHT FORWARD

3.1 Draft Communication Strategy - Dave and Rob

- Community Engagement "Road Show"
- Future Presentation to Council

Members Antle and Ross discussed the draft Communication Strategy. Discussion around additional community engagement events, seasonal resident engagement and residents verses visitor target audiences took place. Members felt that additional work into communication and community engagement was needed.

Members committed working on two projects which will be discussed at a future meeting:

- Community engagement – specific target markets and specific questions to pose in a potential future survey. “Rate our Community” was commented to, learning what brought visitors to Magnetawan, what ‘things’ were not found in Magnetawan that would be of benefit, be it services, products or activities. The survey could become a mini FICE. (Members Antle, Ramsay and Ross)
- URL optimization – what is the best means to communicate to the audience. (Mihan and Sullivan)

ADJOURNMENT

6.1 METC Future Meetings – Forecasted Dates

Direction was given to the Secretary to send via email confirmation of future dates. In a previous meeting the Committee committed to every second Wednesday of the month for meetings.

6.2 Adjournment

RESOLUTION 2025-29 Antle - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 4:20 pm, to meet again July 8th, at 10:00am in Ahmic Harbour.

Carried.

Approved by:

Chair Rachel Sullivan

Secretary Erica Kellogg